

FOOT 40" 62620660



Figure 3 Perspective of Aisle Sign

FOOT 20" E2620660



Figure 4 - Perspective View of Multiple Aisle Directories

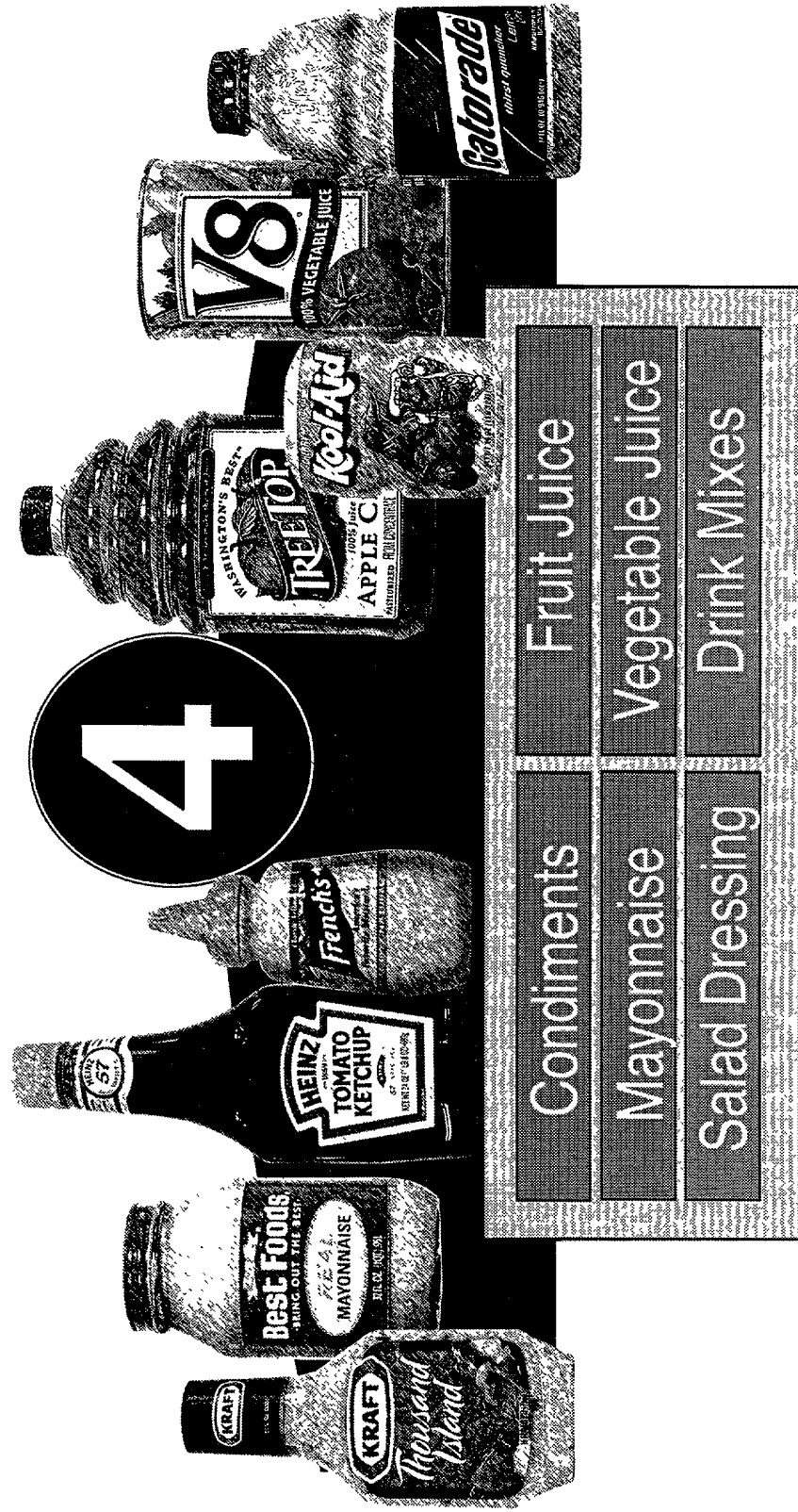


Figure 5
Aisle Sign With Text

FOOT 20" E2620660



Figure 5A
Aisle Sign Without Text



Figure 6
Category Sign

09902923 . 01001
T00T/0" E2620660



Figure 7
Category Sign

FOOT 20" E2620660



Figure 8 - Frozen Food Aisle



Figure 9
Directional Sign

Store Dir

Aisle

2A **13B**

Anchovies

Apple Sauce

Artichoke Hearts

14B **5A**

3B **4A**

Aisle

Figure 10
Example Corner of
Full Store Directory

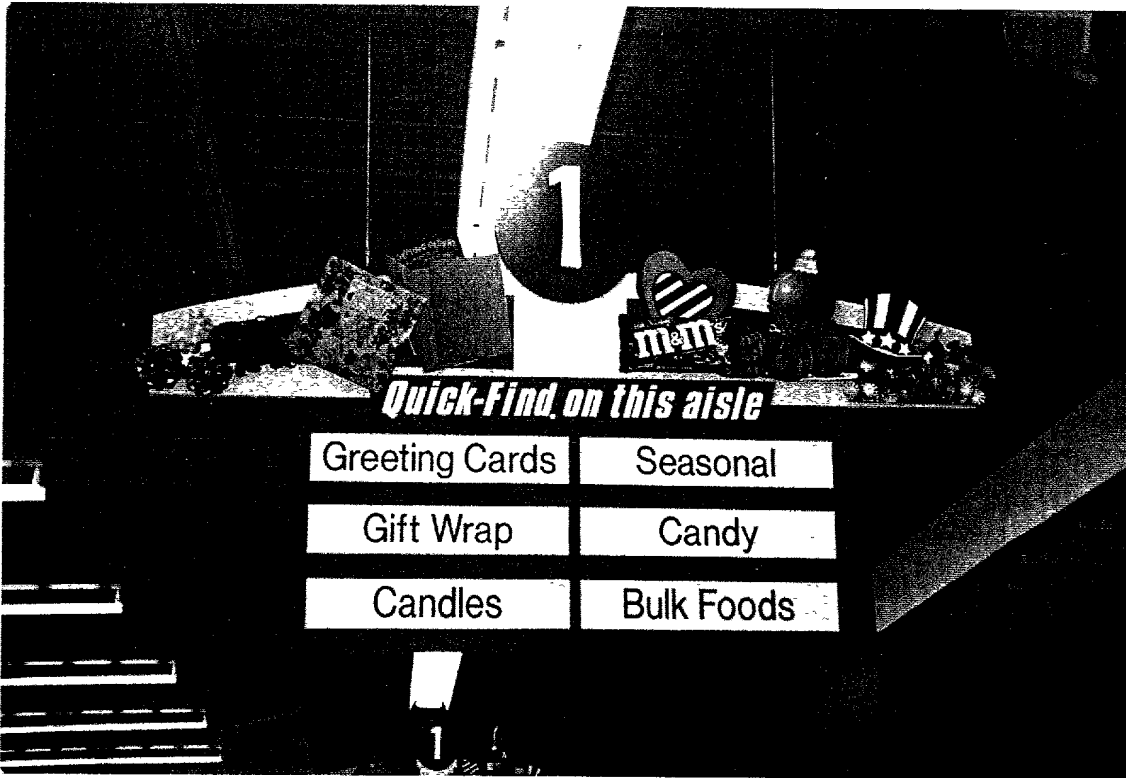


Figure 11 A - Aisle Directory Used In Case Study

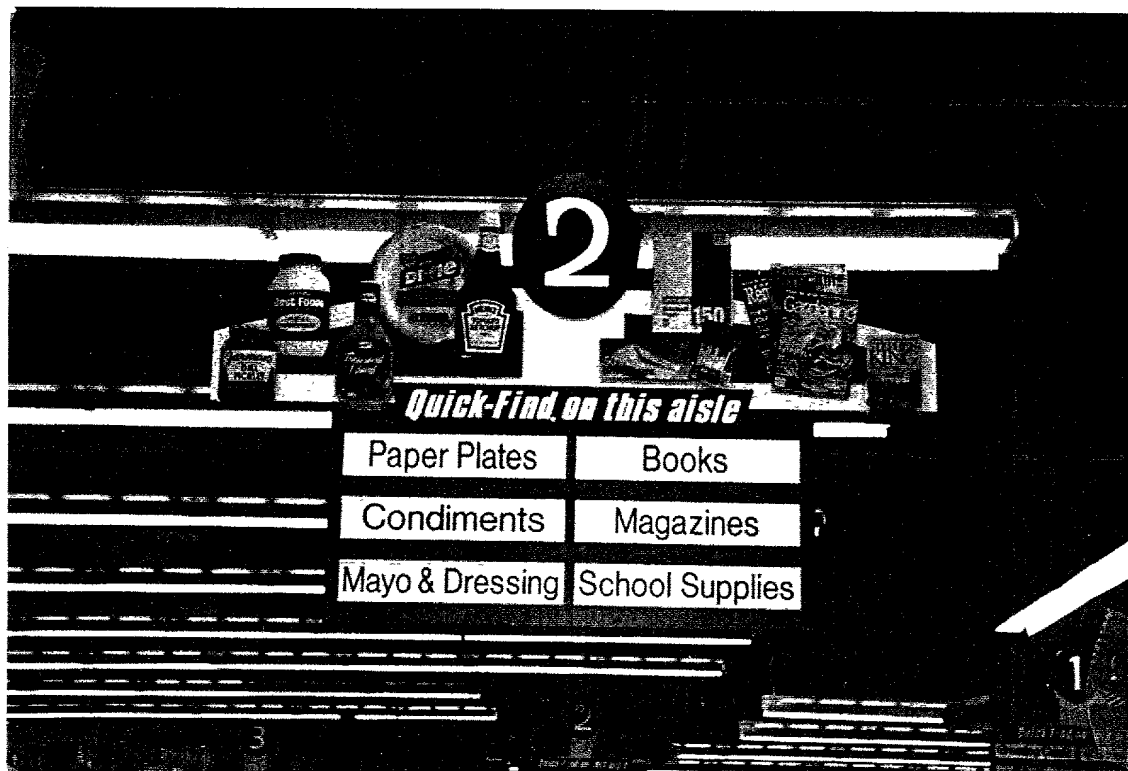


Figure 11 B - Aisle Directory Used In Case Study

FOOT 40" E2520660



Figure 11 C - Aisle Directory Used In Case Study



Figure 11 D - Aisle Directory Used In Case Study



Figure 11 E - Aisle Directory Used In Case Study

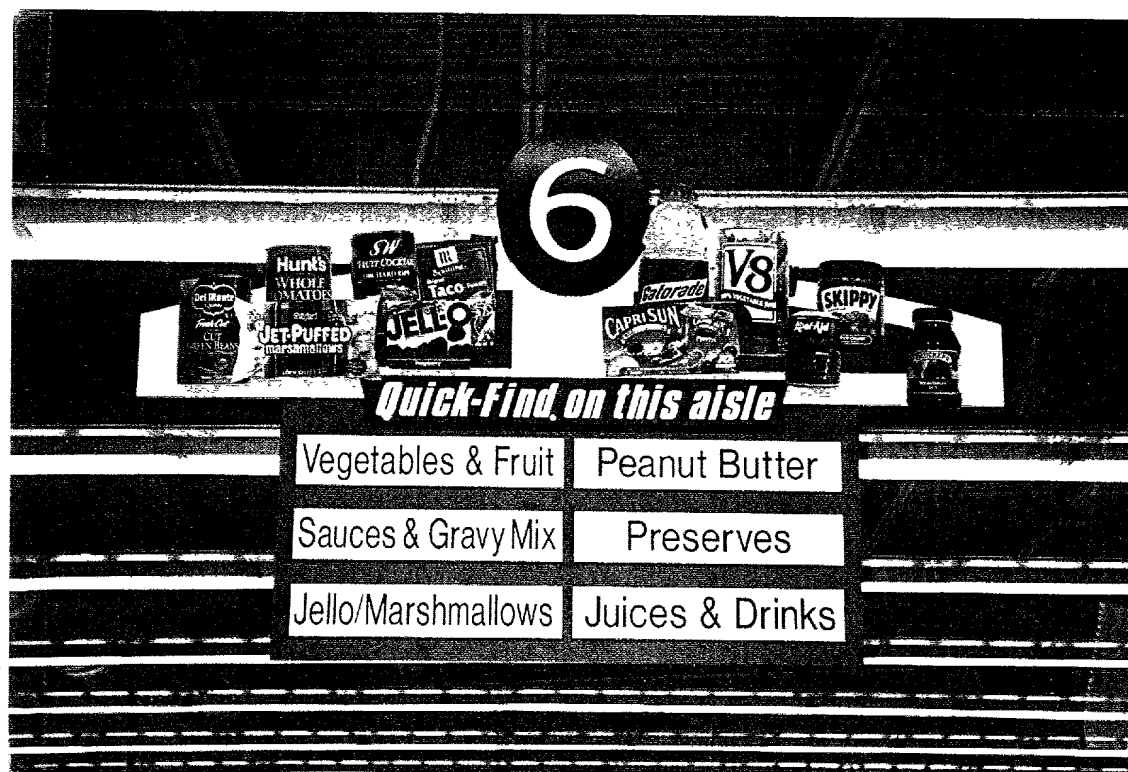


Figure 11 F - Aisle Directory Used In Case Study



Figure 11 G - Aisle Directory Used In Case Study



Figure 11 H - Aisle Directory Used In Case Study

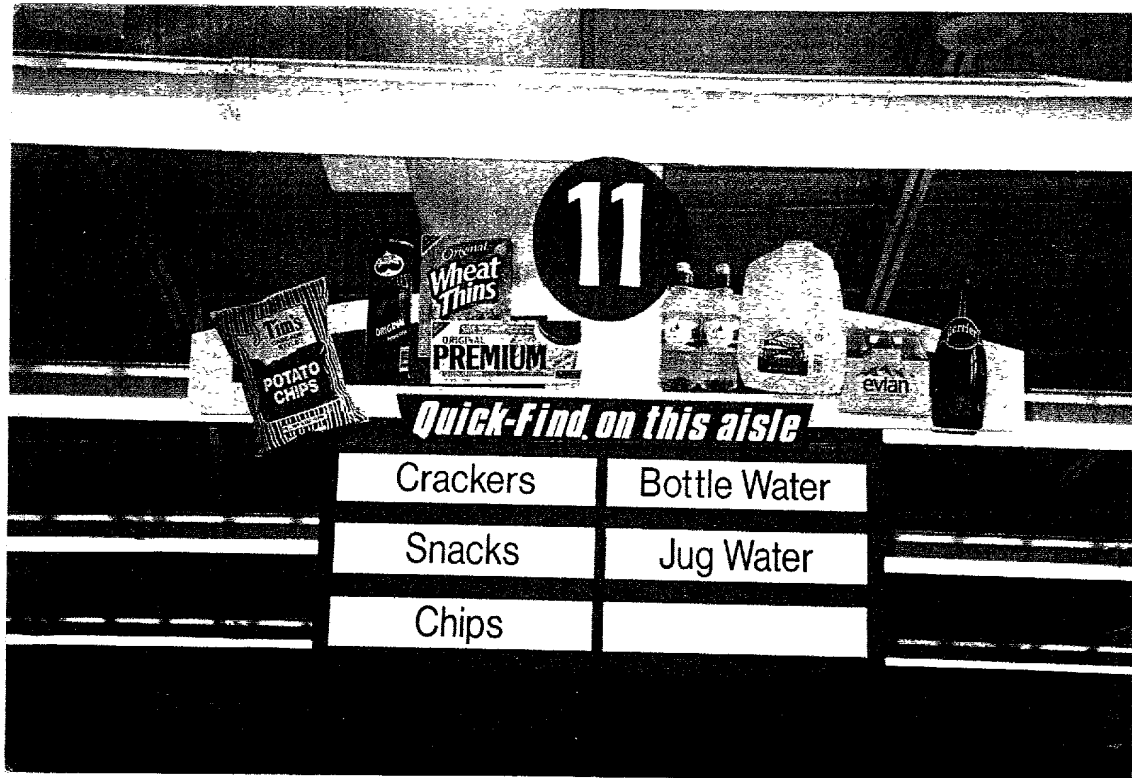


Figure 11 K - Aisle Directory Used In Case Study



Figure 11 L - Aisle Directory Used In Case Study

The floor plan shows a grocery store layout with the following sections and products:

- Top Section (Entrance):** Dairy, Meats, Seafood, Deli.
- Left Side:** Frozen Foods.
- Right Side:** Bakery, Produce, Floral.
- Central Area:** Check Stands.
- Bottom Section:** Pharmacy, Rest Rooms, Bank, Welcome.

Products shown in the aisles include:

- Top Left:** Campbell's Soup, Tide Detergent.
- Top Center:** Bayer Aspirin.
- Top Right:** Minute Maid, Alpo Dog Food.
- Center:** Campbell's Soup, Tide Detergent, Bayer Aspirin.
- Bottom:** Minute Maid, Alpo Dog Food.

Figure 12 - Store Directory, Floor Plan Using Product Graphics

Figure 12 - Store Directory, Floor Plan Using Product Graphics

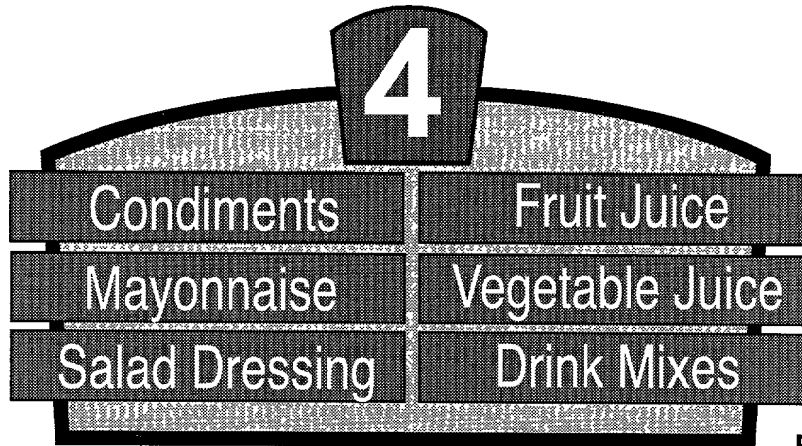


Figure 13
Existing Sign



Figure 14
Existing Sign
with added
Graphic Collar

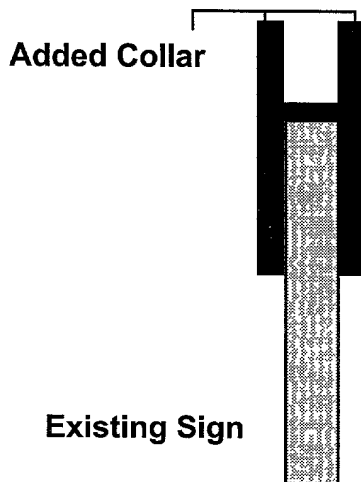


Figure 15
Section of
Existing Sign
with added
Graphic Collar

Products Shown on Directories
As a Percent of Dry Grocery Sales

Date Range	Illustrated Product Sales Vs. All Category Sales	
	Other 34 Stores	Trial Store
3 Months Before Installation 12-Jul-00 - 10-Oct-00	17.8%	16.9%
3 Months After Installation 11-Oct-00 - 9-Jan-01	19.5%	24.5%
Change (Increase)	9.4%	45.1%

FIG. 16

Table 1

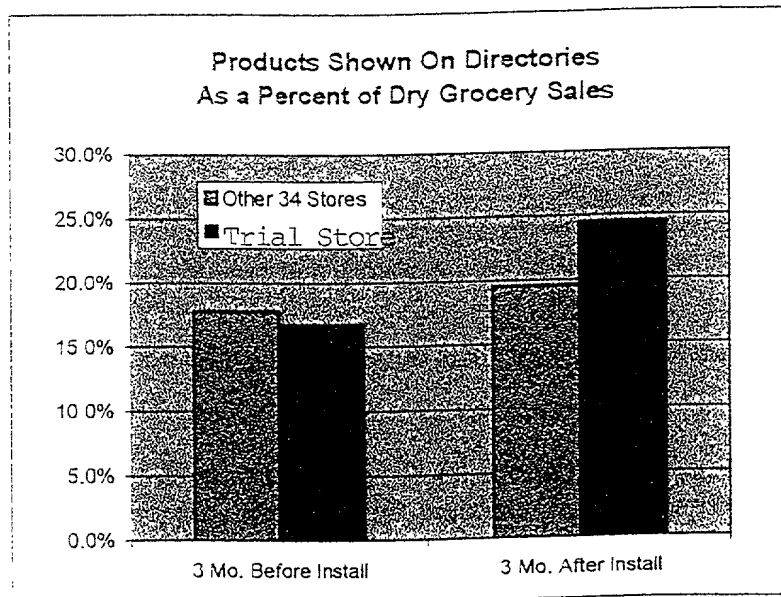


Chart 1

FIG. 17

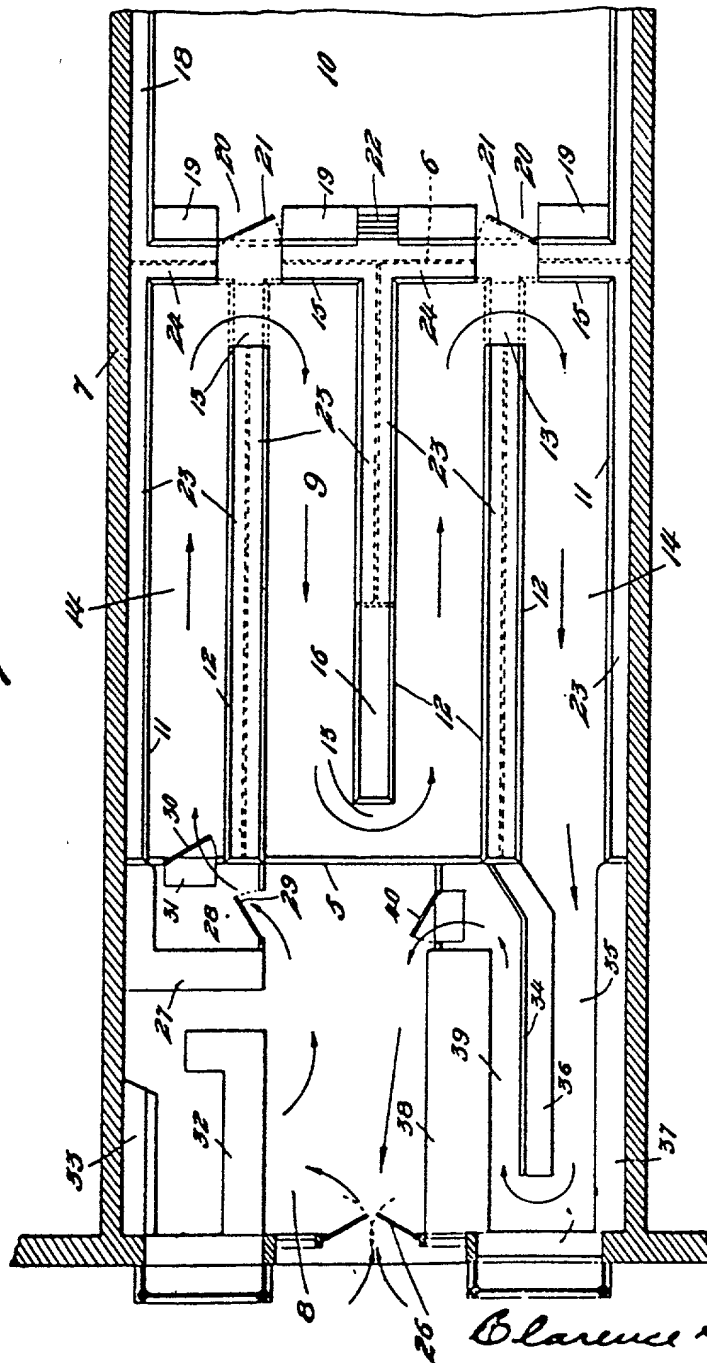
FOOTCO - E2620660

1,242,872.

C. SAUNDERS.
SELF SERVING STORE.
APPLICATION FILED OCT. 21, 1916.

Patented Oct. 9, 1917.
3 SHEETS—SHEET 2.

Fig. 2.



Inventor

Clarence Saunders
By *Rudford & Doolittle*

Attorneys

Fig. 11. Self Serving Store (U.S. 1,242,872)

F16 18